



M. A. (MIKE) BELNIAK
Chain Accounts Manager

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August 29, 1995

TO: BOSTON R.O.U.
HARTFORD R.O.U.

FOR: DISSEMINATION TO SALES REPRESENTATIVES WITH
STOP & SHOP SUPERMARKETS – CID #0533 00 00

RE: VALUE SENSE BUYDOWN *EXTENDED!*

Ladies and Gentlemen:

Please be advised that the buydown of all "Value Sense" brands in the Stop & Shop Supermarket chain has been extended through October 7, 1995.

Effective 8/13/95 through 10/7/95, the price of Value Sense is reduced as follows:

\$2.00 per Carton
\$.20 per Pack

Please ensure that price communication on both the carton fixture and ECD clearly informs the consumer of these discounted rates on the Value Sense brand family.

Thank you for your help.

Sincerely,

M. A. Belniak

MAB/nsk

cc: All Retail Managers
All Division Managers

"We work for smokers."

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